

HEALTHIER KIDS

HEALTHIER SCHOOLS

A HEALTHIER NATION

FoodCorps 2015 Annual Report

Healthy Nation

Building on a foundation of direct impact, we seek to leverage our **data, stories, leaders** and **networks** to drive policy and culture change, making healthy school food environments the norm in our nation's 100,000 public schools.



Healthy Schools

One by one, our corps members create schools where kids know what healthy food is, care about where it comes from, and eat it everyday.



Healthy Kids



KNOWLEDGE

Education in the classroom



ENGAGEMENT

Activities in the kitchen & garden



ACCESS

Nutritious meals in the cafeteria

Dear Friends,

FoodCorps was born out of a belief that big things are possible.

Earlier this year, when our six co-founders came together for a reunion project to solidify the core values that will guide FoodCorps into the future, that was what topped the list. It was a sentiment that had been true since our first meeting to bring FoodCorps to life, and it's stayed true ever since. We'd just never put it into words:



We believe big things are possible. We are committed to building a solution that matches the vast scale of the problem, and to approaching and evaluating our work with a rigor that makes our ambitious vision a reality.

Cecily Upton, our co-founder and VP of Programs, assembled a slate of readings and rules to guide our process. You can't create core values, she cautioned us; they already exist. Our job was to pause long enough to see them—and to make sure what we were seeing wasn't a mirage. So every time we penciled out a value, we asked ourselves: would we fight for that even if it cost us money? Slowed us down? Challenged us to do things differently?

Six values mulched up as being authentic and essential to the organization we started together, one for each member of our six-person founding team:

- We believe **big things are possible.**
- We believe **everyone should be welcome at the table.**
- We believe **leaders fuel change.**
- We believe **healthy food has healthy roots.**
- We believe **in trying new things.**
- We believe **it takes a more just organization to create a more just world.**

We see these values in action every day, in every part of what FoodCorps is and does. As you'll see in this report, these values push us to refine our evaluation tools, examine our program model, and test out new ideas. And whether you're on the phone with a member of our national staff, attending a meeting with one of our state and local partners, or witnessing our service members harvest collards from a school garden, we know you'll see them too.

FoodCorps is creating a future in which all our nation's children—regardless of class, race, or geography—know what healthy food is, care where it comes from, and eat it every day.

That's a big thing. It's possible. And we're doing it together.

Warmly,

A handwritten signature in black ink, appearing to read 'Curt Ellis'.

Curt Ellis
Co-Founder and Chief Executive Officer

WHO WE ARE

FoodCorps is a nationwide team of AmeriCorps leaders who collaborate with communities to make schools healthier places for kids to eat, learn, and grow. In 2015, 182 members served in more than 500 schools across the country.

MEET OUR CORPS MEMBERS

Alicia Tsosie serves in her hometown of Tuba City, Arizona, alongside service member **Will Conway**. Alicia joined FoodCorps to better her community through revitalizing traditional farming, helping children, and growing indigenous food sovereignty.



Will, a recent transplant to Tuba City from Connecticut, has immersed himself in his new home, learning everything he can about the *Diné* (Navajo people) and how to grow food sustainably and responsibly in the drought-prone high desert.

Together, Alicia and Will helped the Tuba City Edible School Garden become the first garden on tribal land in Arizona ever to receive Garden to Cafeteria certification. Now, because of their work, school food service staff are able to serve garden produce in the cafeteria, an evidence-backed technique for getting kids excited to eat healthy foods they previously resisted.

The students saw their food through from seed to cafeteria tray. The result was a lunchroom full of kids happily munching on lettuce they grew. This type of ownership over food helps to address the dietary health issues crippling the people indigenous to this land. At the Tuba City Primary School, students can now grow food outside their classrooms and eat that food in their cafeteria.”

— Will Conway, service member

Each state also has a FoodCorps fellow, a standout member of a previous FoodCorps class who joins our staff as a statewide coordinator.

Stephanie Simmons

Georgia Fellow, with Georgia Organics

Served 2 years in Boston with The Food Project



Favorite part of leading her team: “Helping service members brainstorm ways to apply their unique skills and talents to the co-creation of healthier school food environments in partnership with communities.”

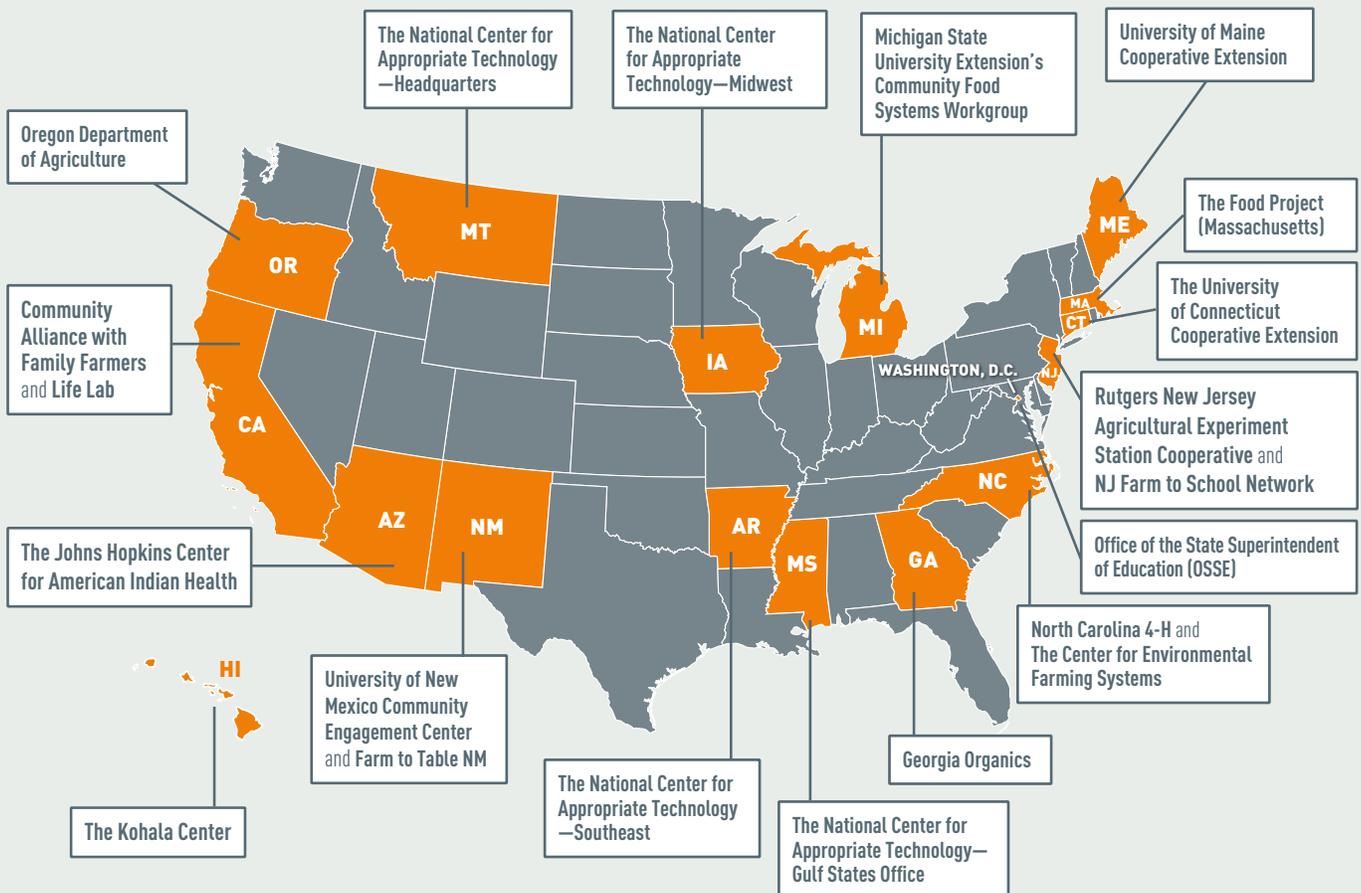
How the role has developed her professionally: “It has challenged me to think and learn about how change happens through broad coalitions with diverse perspectives and experiences, organized around a common goal.”

OUR NETWORK

Instead of duplicating existing efforts or competing with community-based organizations already doing great work, FoodCorps has galvanized a national network of state and local partners, aligned our collective efforts through consistent strategies and common metrics, and placed our AmeriCorps members under their direction.

FoodCorps has strengthened everything for us: from our national and regional partnerships, to our drive to drill down on racial equity and how that shows up in everything from kids' relationships to soil to the collards on their lunchroom trays."

—Tes Thraves, FoodCorps North Carolina Host Site Supervisor, NC State University, CEFS



We are proud to be part of the AmeriCorps service community.

HEALTHIER KIDS

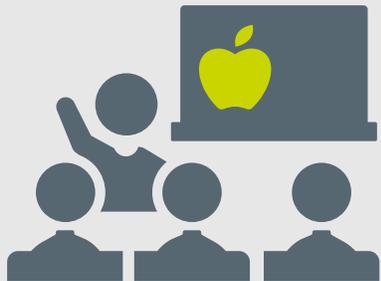
Our service members reached over 182,000 students last year, teaching 17,218 of those students at depth with more than 10 hours of healthy food education and activities, an important threshold for children to begin changing what they want to eat.

Serving alongside educators and community leaders, FoodCorps members partner with schools to create a nourishing environment for all students by putting in place a three-ingredient recipe for healthy kids: Knowledge, Engagement, Access.

Several teachers have reported back to me that their students' parents often inquire about cooking/healthy eating at conferences with them. This was really exciting for me to hear, as it means that their learning and engagement was making it home to families.”
—Chelsea Krist, FoodCorps Iowa

KNOWLEDGE

182,893
CHILDREN REACHED



Food and nutrition education that increases knowledge: children understand what healthy food is and where it comes from.

ENGAGEMENT

671
GARDENS TENDED



Hands-on activities and lessons that increase skills and improve attitudes: children enjoy trying new foods and prefer to eat foods that are good for them.

ACCESS

434
INGREDIENTS
& RECIPES
INTRODUCED



Nutritious food in the cafeteria that enables new behaviors: children have reliable access to healthy food and regularly consume it.

HEALTHIER SCHOOLS

Schools are where children spend nearly 25% of their time, consume up to 50% of their calories, and set lifelong habits. By focusing on the classrooms, gardens and cafeterias of high-need schools, FoodCorps strategically targets schools as the place of intervention to address racial and economic gaps in health at a community-wide scale.

Through the FoodCorps “Landscape Assessment,” we measure the changes occurring across each of our participating schools that help make them healthier places to eat, learn, and play.

In the last program year, **70%** of our schools achieved improvements in creating a healthier environment for their students.



70%

**OF FOODCORPS SCHOOLS
REPORT MEANINGFUL
PROGRESS CREATING
HEALTHIER FOOD
ENVIRONMENTS**



A better way to measure

We partnered with researchers at The Tisch Food Center at Columbia Teachers College to help us refine our Landscape Assessment, and to determine what FoodCorps program components contribute the most to students’ healthy eating behaviors. The result is the new and improved **FoodCorps Healthy School Progress Report**, which we began to implement in the fall of 2015.

The tool is evidence-based and suggests that if a school increases its score on the Progress Report by adding food-based educational activities, experiences, and practices, then students will eat more fruits and vegetables. This hypothesis will be tested in an upcoming evaluation that will look at the association between Progress Report scores and students’ fruit and vegetable consumption during school lunch.

HEALTHIER NATION

Our Alumni Are Changing What's on the Plate

With four graduated cohorts of service members, our alumni already represent a pipeline of talent for a range of nutrition education and school food roles, including new jobs being created specifically for them.

THESE ALUMS ARE TRANSFORMING ELEMENTARY SCHOOL DINING:

Chris Massa

District-wide Farm to School Operations Specialist for Ventura Unified School District in California.



My service term gave me the confidence to be able to engage with all members of the value based supply chain, farmers, distributors, and school kitchen staff."

Zoe Hastings

Farm to School Coordinator, Minnesota Department of Agriculture, providing farm to school support for Minnesota Grown and Minnesota Agriculture in the Classroom.

I learned about the intricacies of the school food procurement process and the challenges that arise with local sourcing. This experience gave me the essential background I needed to help Minnesota food service directors find local products while simultaneously supporting producers in accessing new markets."

Ally Mrachek

Nutrition Supervisor, Fayetteville Public Schools.

FoodCorps prepared me by providing an opportunity to gain additional professional skills and unique school nutrition experience that made me competitive for the job I have today."

Stephanie Lip

Culinary Specialist at Monterey Peninsula Unified School District.

FoodCorps really was my stepping stone into the real food world. I learned truths of our broken food system, but gained networks, tools, and knowledge about how I could put my energy and background towards something meaningful to myself and others."



THESE ALUMS ARE TRANSFORMING UNIVERSITY DINING:

Genna Cherichello

Organizer for Real Food Challenge and their University of Maine Dining Campaign, which seeks to mobilize students to advocate for better food in the dining halls.

My role with Real Food Challenge drew upon the professional network, student engagement techniques, and project management skills that I gained from my two years serving with FoodCorps.”

Natasha Hegmann

University of Montana,
Dining Garden Manager,
Edible Campus Program.

I really appreciate the exposure I got to an institutional culinary environment. I learned a lot about how to work with culinary people in that small, safe setting...FoodCorps helped me to develop the tact and communication skills to participate meaningfully in conversations with varied stakeholders and strong personalities.”



With the number of our alumni growing each year, we've hired a former service member to be our full time Alumni Manager. Robyn Wardell, a former service member in Flint and fellow in Michigan, assumed this role in March to keep our alumni engaged in FoodCorps, connected with each other, and to help them effect change—and track that change—through their own careers.



FoodCorps Co-Founder in White House

In January of 2015, FoodCorps Co-Founder and former Vice President of External Affairs Debra Eschmeyer was selected to serve as Executive Director of the First Lady's Let's Move! initiative, and as the President's Senior Policy Advisor on Nutrition.

Her selection for this post at the White House sends a powerful message about the importance of the work we do. So far she has been a strong voice for upholding nutrition standards in school lunch and making sure that the conversation about what our children eat will continue on long after this administration is over.

I'm incredibly proud of the impact I've helped make possible at FoodCorps, and I am honored to continue serving the mission of a healthier generation. Over the coming years, I look forward to watching the powerful and measurable difference FoodCorps service members will make in creating healthier school food environments.”

—Debra Eschmeyer, FoodCorps Co-Founder





Early this year FoodCorps conducted a deep dive into data from our first three years, in order to:

- **understand** what works in our current model
- **identify** key areas for program improvement
- **align** our work behind a revamped theory of change that sets FoodCorps up to improve, scale, and achieve systemic impact.

Together with communities...

This year the Spark Policy Institute conducted a survey of 123 school and community stakeholders who interact with FoodCorps in rural, urban and suburban context across our 16 states and Washington, D.C.

Their findings were clear: *“FoodCorps is making a critical difference across the country.”*

98%

DESCRIBE THE WORK OF FOODCORPS AS “HIGHLY VALUED”

We piloted key strategic changes as we expanded into Washington, D.C.:



Partnering closely with schools and school districts: We selected The Office of the State Superintendent of Education (OSSE) as our host.



Clustering our service members in teams: We launched with 13 members all serving in the District, in order to increase cost-effectiveness, peer support, and the ability to leverage grassroots momentum for grass-tops reform.



Planning for staying power: We trained service members and their supervisors to use our healthy schools planning tool to set long term goals that are shared priorities for FoodCorps and our school partners. In time, the goal for D.C. and for all of our schools, is for each school to “graduate” from FoodCorps programming.

FINANCIALS

Statement of Financial Position

Assets

Current Assets	
Checking and Savings	\$ 3,736,433
Accounts Receivable	\$ 5,883,438
Other Current Assets	\$ 258,575
Fixed Assets	\$ 10,530
Other Assets	\$ 100,701
Total Assets	\$ 9,989,677

Liabilities and Net Assets

Liabilities	
Accounts Payable	\$ 62,290
Credit Card Charges	\$ 14,222
Other Current Liabilities	\$ 175,134
Total Liabilities	\$ 251,646
Net Assets	
Temporarily Restricted Net Assets	\$ 7,859,789
Income and Unrestricted Net Assets	\$ 1,878,241
Total Net Assets	\$ 9,738,030
Total Liabilities and Equity	\$ 9,989,676

Notes

The figures presented here are the unaudited financials for the 12-month fiscal period from August 1, 2014 to July 31, 2015. They are prepared on an operating basis and do not include all gifts or services received in-kind. Total Revenue reflects unrestricted revenue and revenue released from restriction.

Statement of Activities

Revenues

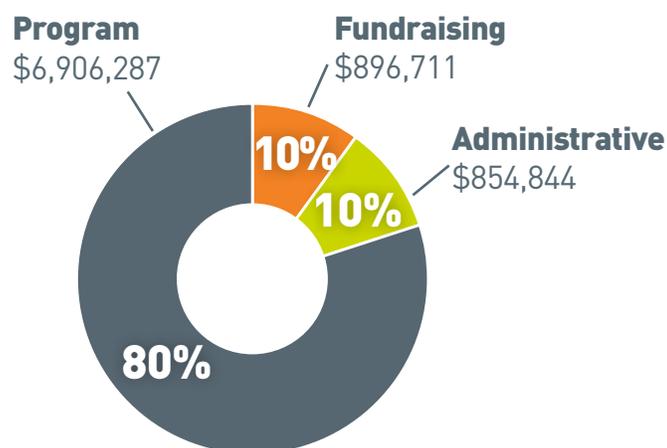
Twelve Months Ended July 31, 2015

Contributions	\$ 1,454,457
Non-Government Grants	\$ 4,483,015
Government Grants	\$ 2,251,000
Program Service Fees	\$ 937,571
Donated Goods and Services	\$ 65,561
Miscellaneous	\$ 6,309
Total Revenue	\$ 9,197,913

Expenses

Salaries, Corps Stipends and Related	\$ 6,574,118
Contract Services	\$ 510,656
Communications	\$ 93,534
Nonpersonnel Expenses	\$ 307,613
Facilities and Equipment	\$ 182,170
Travel and Meetings	\$ 870,905
Miscellaneous	\$ 118,847
Total Expenses	\$ 8,657,843
Net Income	\$ 540,070

Expenses by Department



BOARD OF DIRECTORS

Our three newest board members bring a host of additional expertise to our already strong team of trustees and strategic advisors.



Ricardo Salvador, Ph.D.

*Senior Scientist and Director,
Food and Environment Program
Union of Concerned Scientists*

*Former Program Officer
The W.K. Kellogg Foundation*

Ricardo Salvador has earned a reputation as one of the most-respected thought leaders in the national conversation about good, clean, fair food. He works to transition the food system to one that delivers healthy foods while employing sustainable and socially equitable practices.



John Gomperts, J.D.

*CEO
America's Promise Alliance*

*Former Director
AmeriCorps*

John Gomperts is one of the leading voices in the national service field. He served as CEO of Experience Corps, and was the nationwide Director of AmeriCorps charged with implementing the ambitious Kennedy Serve America Act. Today, Gomperts leads the America's Promise Alliance, which seeks to give all children the conditions they need to thrive.



Kathleen Merrigan, M.P.A., Ph.D.

*Executive Director of Sustainability
George Washington University*

*Former Deputy Secretary
of Agriculture*

Kathleen Merrigan is a pioneer scholar in the field of garden-based education. At USDA she created and led the Know Your Farmer, Know Your Food Initiative to support local food systems and served as a key architect of First Lady Michelle Obama's Let's Move! campaign.

Jenny Shilling Stein, Chair

Co-Founder

Draper Richards Kaplan Foundation

Neil Hamilton

Director, Agricultural Law Center

Drake University Law School

Sierra Burnett Clark, Treasurer

Trustee

David and Lucile Packard Foundation

Eliza Greenberg

Lead Partner

New Profit

Oran Hesterman

President and CEO

Fair Food Network

Ali Partovi

Technology Entrepreneur and Angel Investor

Anupama Joshi

Executive Director

National Farm to School Network

Jill Cohen

Trustee

Panjandrum Foundation

OUR SUPPORTERS

Gifts from August 1, 2014 to July 31, 2015

The accomplishments of FoodCorps over the past year would not have been possible without the generosity of our funders and partners, a selection of whom are acknowledged here:

Government



Foundations



Anonymous

Betsy and Jesse Fink Foundation

Bob and Dolores Hope Charitable Foundation

Clif Bar Family Foundation

Epstein/Roth Foundation

Johnson Ohana Charitable Foundation

Lillian Goldman Charitable Trust

The Rose E. Tucker Charitable Trust

Russell Berrie Foundation

Stuart Family Foundation

Individuals

Anonymous
Sierra Burnett Clark and James Clark
Jill Cohen
Georgina Cullman and Chris Berry
Ellie and Edgar Cullman
Lewis and Louise Hirschfeld Cullman
Nikken Cullman
Lucy and Mike Danziger
Margot and John Ernst
Marjie Findlay and Geoff Freeman

Rebecca and Michael Gamzon
Susan Hanzel
Mina and Tom Otis
Eva and Bill Price
Allison and Dan Rose
The Arpels Family
The Sara and Russell Hirsch Fund
The Spector Fund
Carolyn Sicher and Aaron Woolf

In-Kind Supporters

Annie's Homegrown
Birds Nest Foundation
Bon Appétit Management Company
Fruit Bliss
Garvey Schubert Barer
GloryBee
Honest Tea
Johnny's Selected Seeds

Orrick, Herrington and Sutcliffe, LLP
Roots Food
sweetgreen
The Honest Company
Truitt Family Foods
Venable LLP
Vitamix
Yoobi



Corporate Partners



Annie's believes nourishing foods have the power to do good, which is why it works to create and sustain school gardens as part of its mission to connect kids with real food. Annie's supported the network of FoodCorps fellows, our statewide leaders who direct our efforts in more than 500 schools across 16 states and Washington, D.C.



Blue Cross and Blue Shield of North Carolina is committed to making healthcare better by promoting consumer-focused healthy solutions that lead the transformation of the healthcare system. Its commitment to FoodCorps helped our statewide team make community-level change across North Carolina.



To promote the health and enrichment of the communities that its employees and facilities call home, C&S Wholesale Grocers provided food and nutrition education resources to our corps members, helped raise awareness about child hunger, and supported a service member position.



The Honest Company is transforming early education environments by improving what goes in, on and around kids and their families. It funded six FoodCorps members who are transforming school food and child care center environments across the country and engaged their communities through nutrition education and hands-on employee volunteer opportunities.



In addition to serving fresh seasonal food, sweetgreen invests in a "sweetgreen in schools" program to teach kids about nutrition so they embrace balanced, healthful lives. This past year, it teamed up with FoodCorps in Washington D.C., Massachusetts and California to connect kids to healthy food in schools and donated 1% of purchases made with the sweetgreen rewards app to FoodCorps.



GloryBee
Holstee
Organic Valley / CROPP Cooperative
Truitt Family Foods

* Denotes FoodCorps Corporate Council

Change comes from big ideas and from people who have the courage to pursue them. The leaders of FoodCorps exemplify the best of today's social entrepreneurs, bringing the fire, discipline and skill needed to solve the problem of childhood obesity."

—William Draper III, Venture Capitalist, former CEO of the United Nations Development Programme

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FoodCorps



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